



The Catholic Weekly ♦ The Catholic Times

Michigan's Only Weekly Catholic Newspapers ~ Proudly Serving Since 1942!

COUNTIES OF THE GAYLORD DIOCESE: Alcona, Alpena, Antrim, Benzie, Charlevoix, Cheboygan, Crawford, Emmet, Grand Traverse, Iosco, Kalkaska, Leelanau, Manistee, Missaukee, Montmorency, Ogemaw, Oscoda, Otsego, Presque Isle, Roscommon and Wexford.
Catholic Population: 66,287
** Served by *The Catholic Weekly*

COUNTIES OF THE SAGINAW DIOCESE: Arenac, Bay, Clare, Gladwin, Gratiot, Huron, Isabella, Midland, Saginaw, Sanilac and Tuscola.
Catholic Population: 113,699
** Served by *The Catholic Weekly*

COUNTIES OF THE KALAMAZOO DIOCESE: Allegan, Barry, Berrien, Branch, Calhoun, Cass, Kalamazoo, St. Joseph and Van Buren.
Catholic Population: 101,888
** Served by *The Catholic Weekly*

COUNTIES OF THE GRAND RAPIDS DIOCESE: Ionia, Kent, Lake, Mason, Mecosta, Montcalm, Muskegon, Newaygo, Oceana, Osceola and Ottawa.
Catholic Population: 178,000
** Served by *The Catholic Weekly*

COUNTIES OF THE LANSING DIOCESE: Clinton, Eaton, Genesee, Hillsdale, Ingham, Jackson, Lenawee, Livingston, Shiawassee and Washtenaw.
Catholic Population: 216,874
** Served by *The Catholic Times*

ADVERTISING STANDARDS: All copy is subject to staff approval and may be rejected at any time. Any advertising deemed unsuitable or distasteful for a religious publication, and any advertising so illustrated as to be deemed in poor taste for inclusion in a family publication, will not be accepted. Mail-order advertisers may be requested to send samples in advance of approval. All advertising from outside of Michigan must be paid in advance of publication.

GENERAL ADVERTISING RATES

Local Open Rate..... \$7.75 per column inch

CONTRACT RATES

Run Weekly / 52 Insertions Within One Year

1" to 24"..... \$6.00 25" & Up..... \$5.50

Run Bi-Weekly / 26 Insertions Within One Year

1" to 24"..... \$6.25 25" & Up..... \$5.75

Run Monthly / 13 Insertions Within One Year

1" to 24"..... \$6.75 25" & Up..... \$6.25

SPECIAL RATES

Churches..... \$6.00 per column inch

Recognized Charities, Service Clubs
& Non-Profit Organizations..... \$6.50 per column inch

Political Advertising
(Cash with order)..... \$7.75 per column inch

CLASSIFIED AD RATES

15 words for \$5.00 (minimum charge) • 25¢ per word following the original 15 • A 10% discount for running the same classified ad for three or more consecutive weeks.

ADVERTISING INSERTS

Inserts are accepted at a rate of \$65 per thousand • (NOTE: Due to the limitations of our Non-Profit Periodical mailing permit, all inserts must first be cleared for inclusion by USPS officials)

COLOR RATES

Black & (1) Color \$100
Black & (2) Colors..... \$150
Black & (3) Colors..... \$200

TERMS

Statements are due and payable upon presentation for all advertising space used in the previous month.

Contact us to find out more about advertising ...

- Call our Advertising Department:
- FAX an ad request:
- E-mail your question or request:

COMMISSIONS & DISCOUNTS

15% Commissions on gross sales to recognized agencies providing camera ready copy. A 2% cash discount is available on the net if paid within 10 days of invoice or statement date. Payment must accompany order in case of first time, out-of-state advertisers.

CLOSING DATES

Forms close each Tuesday at noon for publication in the following Friday's edition. (*Classifieds, Monday at 5 p.m.*)

MECHANICAL REQUIREMENTS

Pages are 6 columns wide by 16 inches deep, 96 col. inches to a page.

One Page..... 10 1/4" X 16"

One Column..... 1 5/8" X 16"

Printed offset. Halftones 100 screen. Camera ready copy or repo proofs.

Minimum depth R.O.P. advertisements one column, one inch.

MISCELLANEOUS INFORMATION

- Published Weekly with a Friday Dateline.
- All advertising subject to the approval of management.
- Alcoholic beverage advertising accepted.
- Political advertising accepted.
- CW Established, 1942 / CT Established, 1991
- Authorized Diocesan Newspapers
- Yearly subscription rate..... **\$27.95 per year**

The Catholic Weekly

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The Catholic Times

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